

# Communication Program

## Purpose Statement

The mission of the communication department is to prepare competent communicators by providing students a foundation in communication theory and practice that will enhance their personal, civic, and professional lives.

Students who complete the communication major can expect to develop

- the ability to express audience-centered messages clearly in both speaking and writing.
- confidence and competence in speaking encounters whether for public presentations or for building interpersonal and professional relationships.
- strategies for overcoming communication barriers.
- media literacy including knowledge about how media are created and how media affect how we communicate.

Students who complete the digital media major with the communication emphasis will develop competence in

- the ability to express audience-centered messages clearly in both speaking and writing.
- obtaining still images, audio, and video, and combining these media with text to tell stories effectively.
- designing, laying out, and publishing content online and in print.
- media literacy including knowledge about how media are created and how media affect how we communicate.

## Communication Major

**G-CM 120** Introduction to Human Communication (3 hours)

**\*G-CM 130** Interpersonal Communication (3 hours)

**CM 135** Media Writing (3 hours) *or* **CM 235** Magazine & Feature Writing (3 hours)

**G-CM 140** Public Speaking (3 hours)

**CM 210** Podcasting (3 hours)

**G-AR 220** Graphic Design for non-art majors (3 hours)

**\*CM 220** Special Topics in Popular Culture (3 hours)

**\*G-CM 221** Intercultural Communication (3 hours)

**G-MA 221** Elementary Applied Statistics (4 hours)

**CM 240** Gender Communication (3 hours)

**CM 305** Editing (3 hours)

**CM 310** Public Relations and Social Media Campaigns (3 hours)

**\*EN 313** Advanced Expository Writing (3 hours)

**CM 315** Media Production (2 hours)

**CM 325** Conflict Communication (3 hours)

**CM 330** Persuasion and Social Influence (3 hours)

**CM 340** Web Design I (3 hours)

**CM 375** Junior Seminar in Communication (1 hour)

**\*CM 475A** Senior Seminar in Service in the Community (2 hours)

**\*CM 475B** Senior Seminar in Career Exploration (1 hour)

*Total: 55 hours*

## Digital Media Major

All students completing the digital media major must complete the core courses (25 credit hours). They will then elect to complete the courses in either the communication **or** the visual design emphasis.

### Core Courses (25 hours)

**AR 130** Design Software (2 hours)

**AR 205** Video Editing & Production (2 hours)

**AR 230** Graphic Design I (3 hours)

**CM 330** Persuasion and Social Influence (3 hours)

**AR 335** Design Software II (3 hours)

**CM 340/AR 340** Web Design I (3 hours)

**CM 360** Videography I (3 hours)

**CM 440/AR 440** Web Design II (3 hours)

**CM 410** Videography II (3 hours)

**Choose one area of emphasis:**

**Communication Emphasis (30 hours)**

**G-CM 120** Introduction to Human Communications (3 hours)  
**CM 135** Media Writing (3 hours) *or* **CM 235** Magazine & Feature Writing (3 hours)  
**CM 210** Podcasting (3 hours)  
**CM 220** Special Topics in Popular Culture (3 hours)  
**\*G-CM 221** Intercultural Communication (3 hours)  
**CM 305** Editing (3 hours)  
**EN 315** Expository Writing (3 hours)  
**CM 315** Media Production (2 hours)  
**CM 310** Public Relations and Social Media Campaign (3 hours)  
**CM 375** Junior Seminar (1 hour)  
**\*CM 475A** Senior Seminar in Service in the Community (2 hours)  
**\*CM 475B** Senior Seminar in Career Exploration (1 hour)

*Total: 55 hours*

**OR:**

**Visual Design Emphasis (28 hours)**

**AR 103** Elementary Design (3 hours)  
**AR 203** Photography I (2 hours)  
**AR 235** Graphic Design II (3 hours)  
**AR 260** UX/UI Prototyping (2 hours)  
**AR 265** UX/UI Application (2 hours)  
**AR 303** Photography II (3 hours)  
**AR 320** Typography/Logo Branding (2 hours)  
**AR 330** Graphic Design III (3 hours)  
**AR 333** Commercial Photography I (3 hours)  
**AR 475G** Graphic Design IV (3 hours)  
**AR 470A** Graphic Design Senior Show (1 hour)  
**AR 470B** Graphic Design Senior Show (1 hour)

*Total: 53 hours*

**Suggested Supporting Courses for either emphasis**

**BA 221** Marketing  
**BA 322** Advertising and Promotion  
**BA 327** Consumer Behavior  
**BA 427** Marketing Research  
**ET 101** Creativity and Innovation

**Competency Exam**

Students who plan to major in communication, or the communication emphasis of the digital media major, must pass a writing competency exam. This exam will be offered in the spring semester, before pre-enrollment for the fall. Transfer students will take the exam early in their first semester at the college. Students who fail the exam may re-take it after participating in guided study and practice of writing.

## **SOCIAL JUSTICE AND ADVOCACY**

### **Purpose Statement**

Students selecting the major in Social Justice and Advocacy are demonstrating their commitment to building stronger communities by learning how they can use communication and knowledge about social problems to help bring about social, cultural, environmental, and political changes. This is an interdisciplinary major which draws from courses that help a student learn about social issues and problems impacting those on the margins of society, and provide students with the communication tools necessary to address these issues. The major is designed to be partially completed through the general education curriculum, which allows a student to pursue additional studies through minors or another major.

Students who complete the Social Justice and Advocacy major can expect to

- be an engaged and civic-minded member of their community.
- identify social problems facing our communities.

- advocate for the needs of those on the margins of society.

## Social Justice and Advocacy Major

### Foundation Course (3 hours)

Choose one:

- G-CM 120** Introduction to Human Communication (3 hours)
- G-SO 101** Introduction to Sociology (3 hours)

### Communication and Advocacy Courses (20 hours)

- \*G-CM 130** Interpersonal Communication (3 hours)
- G-CM 140** Public Speaking (3 hours)
- CM 310** Public Relations & Social Media Campaigns (3 hours)
- CM 325** Conflict Communication (3 hours)
- CM 330** Persuasion and Social Influence (3 hours)
- AR 345** Art as Community & Social Practice (2 hours)

Choose one:

- CM 135** Media Writing (3 hours)
- CM 235** Magazine and Feature Writing (3 hours)
- \*EN 313** Expository Writing (3 hours)
- EN 420** Creative Writing (3 hours)

### Social Issues Courses (12 hours)

- SO 206** Social Problems (3 hours)
- SO 260** Introduction to Human Services (3 hours)
- SO 275** Criminal Justice (3 hours)
- SO 355** Juvenile Delinquency (3 hours)

### Race/Ethnicity/Gender Literacy and Justice Courses (15 hours)

- G-SO 202** Minorities in the U.S. (3 hours)
- \*G-PS 215** Global Peace Studies (3 hours)
- \*G-CM 221** Intercultural Communication (3 hours)
- CM 240** Gender Communication (3 hours)

Choose one:

- G-EN 222** Native American Literature (3 hours)
- G-EN 225** African American Literature (3 hours)
- G-EN 235** Selected Topics in Literature: Latinx American Literature (3 hours)

### Senior Capstone Courses (3 hours)

- \*CM 475A** Senior Seminar in Service in the Community (2 hours)
- \*CM 475B** Senior Seminar in Career Exploration (1 hour)

*Total: 53 hours*

### Recommended General Education Courses

- G-AR 220** Graphic Design for Non-Art Majors (3 hours)
- G-HI 237** Topics in Social History (3 hours)
- G-HS 190** Social and Behavioral Determinants of Health (3 hours)
- G-ML 108** Spanish I (3 hours)
- G-NS 141** Environmental Science (4 hours)
- G-PR 204** Peacemaking: Religious Perspectives (3 hours)
- G-PS 125** International Relations (3 hours) or **G-PS 102** United States Government (3 hours)

## Communication Minor

A minor in communication consists of **G-CM 120** Introduction to Human Communication (3 hours), and any other 17 hours of communication courses. **CM 315** Media Production may make up no more than four hours of coursework in the minor.

## Storytelling Minor

Students selecting the minor in Storytelling are combining courses to be able to tell the stories of individuals, organizations, and communities. Storytelling is a skill that can enhance nearly any major as it will prepare students to share the information from their major with audiences in a meaningful way. This interdisciplinary minor draws upon courses in communication, English, theatre, and art.

### Student Learning Objectives

A student who completes the minor in Storytelling should be able to

1. tell stories—regardless of the content—with a clear beginning, middle, and end.
2. tell stories in oral, written, and visual formats.
3. tell the stories of individuals, organizations, and communities in engaging ways.

### Required Classes (19 hours total)

**G-CM 140** Public Speaking (3 hours)

**G-TH 160** Acting I (3 hours)

**AR 203** Photography I (2 hours)

**AR 205** Video Editing & Production (2 hours)

**CM 210** Podcasting (3 hours)

**CM 235** Magazine & Feature Writing (3 hours)

**\*EN 313** Advanced Expository Writing (3 hours) or **EN 420** Creative Writing (3 hours)

### Elective Supporting Courses (not required)

**G-AR 101** Drawing I (2 hours)

**G-TH 125** Film and Culture (3 hours)

**CM 305** Editing (3 hours)

**CM 315** Media Production (1 hour)

**CM 360** Videography I (3 hours)

**TH 365** Stage and Technical Direction (2 hours)

**TH 410** Theatre Seminar (2 hours)

**CM 410** Videography II (3 hours)